



## REQUEST FOR PROPOSAL

December 9, 2014

### WEBSITE DESIGN AND CONSTRUCTION, MARKETING, AND BRANDING SERVICES

#### Rockingham County Overview:

The Office of Economic Development and Tourism is charged with attracting people, jobs, and capital investment to Rockingham County, Virginia. As part of a comprehensive effort to re-brand economic development and build a new brand around tourism, the County intends to create a new tourism website while also enhancing and/or changing the existing economic development website. The County does not currently have a tourism website.

The County is, in essence, starting with a blank sheet of paper as it endeavors to elevate its brand in both economic development and tourism. Accordingly, the County seeks a professional services provider to assist in building a brand image across multiple marketing platforms. Specifically, the project will consist of the following:

1. Creation of an Economic Development Logo
2. Creation of an Economic Development Tagline
3. Creation of a Tourism Logo
4. Creation of a Tourism Tagline
5. Creation of a Corporate Style Guide –Materials, Email Signatures, PowerPoint Templates, etc.
6. Creation of Economic Development Marketing Materials
7. Redesigned/New Economic Development Website & Content (<http://www.yesrockingham.com>)
8. New Tourism Website & Content.
9. Possible Domain Name Change for Tourism Website. We own: (<http://visitrockingham.com>).
10. Possible Domain Name Change for Economic Development Website. We lease current name.

YesRockingham.com (or newly named site) will be a gateway to all information for Rockingham County, Virginia. The main page will serve as a landing point for businesses, site selection consultants, and residents wanting to learn about the County. The site must also connect to a new Tourism Website and the existing industrial park owned by the County; Innovation Village (<http://www.ivatr.com>). It should also connect to the Shenandoah Valley's agricultural tourism website, Fields of Gold (<http://www.fieldsofgold.org>).

**Website design, technical features and needs:**

- Clean, modern designs in a graphically rich environment.
- Mobile component – extremely important for us to have a good, usable mobile site.
- Easy and intuitive navigation.
- Ability to have multiple blogs.
- Websites should include a search box on every page.
- Newsletter sign-up.
- Connectivity with social media – LinkedIn, Twitter, Pinterest, Instagram, Facebook, RSS, etc.
- Ability to handle a variety of content – video/audio, embedded content, social media, etc.
- Integration of Innovation Village into gateway Rockingham website.
- Integration of Fields of Gold into gateway Rockingham website.
- Section to upload PDF's that can be downloaded by users.
- Search Engine Optimization.
- Detailed metadata for pages and blog posts.
- YouTube/VIMEO video plug-ins.
- Interactive map on tourism website.
- Integration of Virginia Scan into gateway Rockingham website.
- Ability to create password protected pages for special content.
- Updatable dining plug-in, such as Yelp, Urban Spoon, Trip Advisor, etc.
- Links should redirect with “open” in new window.
- Printer-friendly pages.
- Work across multiple devices – desktop, mobile, tablet, etc.
- Use a content management system that is easily maintained by County staff.
- Have clearly designed portals for businesses and site selection consultants, visitors and residents.

**Client will provide:**

- Photography, maps, charts
- Some content – what can you do to help us tell our story?
- Video content

**When complete the websites should:**

- Have a consistent look and feel to all pages (fonts, graphics, and color).
- Load quickly and be intuitively easy to navigate.
- Site will be registered with major search engines.
- Use a content management system that is easily maintained by County staff.

**Scope of work:**

The selected professional services firm will work directly with County staff to produce and deliver a turnkey solution for both economic development and tourism. To be considered for this project, please submit a qualifications package that includes:

- Outline of services provided as understood.
- A narrative of how you propose to work with our team to accomplish our goals.
- Additional services that you believe could add value. Please list separately with fee schedule.
- Examples of your work in economic development and tourism (preferred).
- Team members and qualifications.
- Estimated schedule for completion with identified benchmarks.
- Complete pricing model with payment schedule, including an estimate for the finished products as outlined above.

Send proposal by January 16, 2015 to George Anas, Assistant County Administrator at [ganas@rockinghamcountyva.gov](mailto:ganas@rockinghamcountyva.gov). Inquiries can be directed to George by email or 540-437-0185.